

# ORDER



**Orders**

**Order / Rev:** 709411

Alt Order #:

**Product Desc:** Flight 8/24-8/28, 2012

**Estimate:**

**Flight Dates:** 08/24/12 - 08/28/12

**Original Date / Rev:** 08/23/12 / 08/24/12

**Order Type:** Political

**KPNX**

**Primary AE:** Mike Mejia

**Sales Office:** KPNX

**Sales Region:** LOC

**Agency**

**Name:** Media Strategies & Research/ POL

**Buying Contact:**

**Billing Contact:**

11350 Randon Hills Road, Suite 670

Fairfax, VA 22030

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Sinema, K/ D/ Congress

**Demographic:** A25-54

**Product Codes:** PL-US House Representative

**Priority:** P-2

**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	5	\$775.00	\$658.75
08/27/12	08/28/12	12	\$4,325.00	\$3,676.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	5	\$775.00	\$658.75	0.00
September 2012	12	\$4,325.00	\$3,676.25	0.00
<b>Totals</b>	<b>17</b>	<b>\$5,100.00</b>	<b>\$4,335.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KPNX	20%	\$5,100.00
Market	100%	\$25,500.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	80%	\$20,400.00

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Advertiser: Sinema, K/ D/ Congress  
 Product Desc: Flight 8/24-8/28, 2012  
 Estimate:

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPNX	08/27/12	08/27/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$450.00		0.00			
N 2	KPNX	08/27/12	08/27/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$175.00		0.00			
N 3	KPNX	08/24/12	08/24/12	M-F 3-4p Ellen	CM	3-4p	----F--	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$325.00		0.00			
N 4	KPNX	08/27/12	08/27/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$300.00		0.00			
N 5	KPNX	08/27/12	08/27/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$400.00		0.00			
N 6	KPNX	08/24/12	08/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$450.00		0.00			
N 7	KPNX	08/27/12	08/27/12	M-F 10p News M-F 10pm News	CM	10-1035p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$1,200.00		0.00			
N 8	KPNX	08/26/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
		w/value \$225 LUR adjustments w/o 8/20-8/28 per mike													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$0.00		0.00			
N 9	KPNX	08/27/12	08/27/12	M-F 430-5a M-F 430-5a	CM	430-5a	M-----	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
		w/value \$25 LUR adjustment w/o 8/20-8/28 per mike													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$0.00		0.00			
N 10	KPNX	08/28/12	08/28/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		add to sked													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$450.00		0.00			
N 11	KPNX	08/27/12	08/27/12	M-F 4-5p 12 News EVB	CM	4-5p	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		add to sked													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$300.00		0.00			
N 12	KPNX	08/27/12	08/27/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		add to sked													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$450.00		0.00			
N 13	KPNX	08/27/12	08/27/12	M-F 630-7p Extra	CM	630-7p	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		add to sked													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$600.00		0.00			
N 14	KPNX	08/25/12	08/25/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00

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 Estimate:

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
w/value \$1200 LUR Adjustment w/o 8/13																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-			1			\$0.00		0.00				
N 15	KPNX	08/26/12	08/26/12	Meet The Press	CM	7-8a	-----S	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00	
				Meet The Press												
w/value \$1500 LUR Adjustment w/o 8/13																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			1			\$0.00		0.00				
N 16	KPNX	08/27/12	08/27/12	M-F 430-5a	CM	430-5a	M-----	:30	2	\$0.00	P-1	0.00	NM	2	\$0.00	
				M-F 430-5a												
w/value \$25 LUR Adjustment w/o 8/13																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2			\$0.00		0.00				
														Totals	17	\$5,100.00
*Tax 1 Note: Tax 0.5%.																

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